

Professional and Managerial Branch  
Miscellaneous Management Group  
Marketing Series

**TRANSIT COMMUNITY RELATIONS MANAGER**

11/98 (JAS)

*Summary*

Under direction, manage Mass Transit community outreach, media relations, services marketing and special commuter programs.

*Typical Duties*

Plan, organize and develop a comprehensive program to publicize and explain to a bilingual populations public transportation operations and services. Involves: arranging for, directing or conducting opinion surveys, statistical and cost trend analyses, and research on industry marketing and customer relations practices to ascertain target audiences, potential, feasibility and effectiveness of alternative approaches to improving public awareness and perception on mass transit; conferring with and recommending to department executives advertising and public information tactics that support ridership and operational strategies; identifying and requesting resources needed such as employees, contract marketing services, supplies and equipment, and preparing annual budget requests for staff, resources and program improvement funds; establishing objectives, priorities, procedures and timing for passenger services, approved marketing campaigns and continuing communications to the general public in conjunction with other departmental managers.

Implement, coordinate and review approved components of the public communications program and related special projects to promote and support department services, operations and image within available resources. Involves: devising and integrating divisional policies and procedures, and establishing results targets; requisitioning and monitoring use of personnel, materials, facilities and time, and applying fiscal controls to ensure expenditure of funds within limits of adopted budget; measuring results against forecasts, justifying deviations and initiating corrective actions; promoting and directing ride sharing program or similar commuter pooling activities; participating in review of proposals and selection of marketing services contractors; overseeing production and distribution of route schedules and maps, and design and layout of advertising literature, art, photography and audio/visual aids by public relations and advertising agencies; evaluating milestone attainment timeliness, events results suitability and cost effectiveness of in-house and outsourced publicity to be incorporated into suggestion for program modifications.

Act as department spokesperson and media liaison. Involves: establishing personal contacts with elected and appointed Mass Transit, City, other local, state, federal, newspaper, television, radio and advertising agency officials and their staffs, and participating in internal and external committee meetings and strategy sessions to remain informed of and advise on complex, sensitive or controversial matters that could effect the department's public image, including the necessity, method and timing of news releases pertaining to major programs and regulatory activities; briefing managers on key topics, including crisis situations and complex complaints, and protocol for interviews with the media and participation in public meetings; preparing instructional and informational literature and displays, and conducting employee passenger and community relations training, and presentations on department activities, actions and accomplishments to target audiences such as business, civic and professional organizations, students, and the general public; directing or personally writing and editing passenger correspondence, news releases, feature articles, advertising copy and executive's speeches.

Supervise assigned technical and administrative support personnel. Involves: determining and changing work procedures, setting performance standards, planning work schedules, organizing workloads, making or approving duty assignments, issuing written and oral instructions, reviewing progress and expediting work flow; examining work for exactness, neatness, and policy and procedure conformance, guiding staff to overcome difficulties encountered, correct errors and rectify complaints; coaching to motivate competency improvement and career advancement; maintaining harmony among workers and resolving grievances; serving on applicant interview panels; recommending employee selection, pay adjustments or commendations, discipline and termination, and other status changes.

Perform miscellaneous related professional and managerial functions as required. Involves: substituting, if qualified and assigned, for own supervisor or peers by carrying out specifically delegated duties sufficient to sustain continuity of ordinary services, referring policy level problems to next higher level of management, and similarly performing any duties of subordinates, if necessary; preparing standard and ad hoc activity reports and maintaining related records.

*Minimum Qualifications*

Training and Experience: Graduation from an accredited college or university with a Bachelor's Degree in

Business or Public Administration, Journalism, Mass Communications, English or a related field, and four (4) years of increasingly responsible professional experience in creating or administering marketing, or public or customer relations programs; or an equivalent combination of training and experience.

Knowledge, Abilities and Skills: Considerable knowledge of principles, methods and objectives of promotional campaigns, media relations, customer response, audiovisual presentation, and writing and editing, including English grammar, spelling and punctuation. Good knowledge of: techniques of photography, graphic and printing; city culture and demographics. Some knowledge of: supervisory, budgetary and administrative practices; local topography and transportation planning.

Ability to: plan, develop and implement public and customer relations programs to deal with topics such as operating and fare changes, current and proposed capital improvements, environmental, safety and traffic conditions, pending legislation and technological advances, and inquiry response and complaint resolution; oversee design and prepare promotional and informational materials for a bilingual market; use appropriate radio, television, photographic and print media for targeted community outreach; interpret and extensive array of technical instructions dealing with numerous concrete and abstract considerations; define problems, collect data, establish facts, comprehend consequences of situations and draw valid conclusions; apply mathematical concepts such as probability, statistical inference, fractions, percentages, ratios and proportions to practical situations, read, analyze and interpret common scientific and technical journals, financial reports, and legal documents, and impartially and firmly exercise delegated supervisory authority to administer assigned functions; establish and maintain effective working relationships with fellow employees, department and city officials, the media and the general public; communicate persuasively as department representative in technical and layman's terms both orally to deliver public presentation, effectively participate in meeting or deal with irate individuals, and in writing to compose articles, scripts, speeches, reports or letters that conform to prescribed style and format covering a wide range of complex mass transit subject matter within deadlines.

Skill in safe operation and care of: personal computer or network work station, including word processing, spreadsheet and graphic software programs and motor vehicle through city traffic.

*Licenses and Certificates:* Texas Class "C" Driver's License or equivalent license issued by another state.

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Director of Personnel

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Department Head